FUNDAMENTALS OF BUSINESS, MARKETING, AND FINANCE
COURSE CODE: 5090

COURSE DESCRIPTION: Fundamentals of Business, Marketing, and Finance is designed to encourage students to pursue successful careers in business, marketing, and finance. Students will gain a basic understanding of business operations and management concepts. This course will increase students' knowledge about corporate enterprise and its role in a global society.

OBJECTIVE: Given the necessary equipment, supplies, and facilities, the student will be able to successfully complete all of the following core standards for a course granting one unit of credit.

CREDIT: 1 unit

RECOMMENDED GRADE LEVEL: 9-10

RESOURCES

www.mysctextbooks.com
BE Publishing (DVDs) http://bepublishing.com

A. SAFETY AND ETHICS

1. Identify major causes of work-related accidents in offices.
2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
3. Identify potential abuse and unethical uses of computers and networks.
4. Explain the consequences of illegal, social, and unethical uses of information technologies (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices).
5. Differentiate between freeware, shareware, and public domain software copyrights.
6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
7. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.

B. EMPLOYABILITY SKILLS

1. Identify positive work practices (e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, organization).
2. Demonstrate positive interpersonal skills (e.g., communication, respect, teamwork).

C. STUDENT ORGANIZATIONS

1. Explain how related student organizations are integral parts of career and technology education courses.
2. Explain the goals and objectives of related student organizations.
3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

D. BASIC ECONOMIC CONCEPTS

1. Explain the major characteristics of the American economic system.
2. Explain the principles of the production and marketing of goods and services.
3. Explain the economic role played by business in satisfying customer needs and wants in a free enterprise system.
4. Explain the economic responsibilities of citizenship in a free enterprise system.
5. Distinguish between economic systems around the world and their effect on how businesses operate in the United States.

E. BUSINESS AND OPERATIONS MANAGEMENT

1. Identify the management functions.
2. Explain the management theory of Total Quality Management (TQM).
3. Describe the use of sales forecasting in marketing, including estimating sales in dollars or units for a specific time period.
4. List the advantages and disadvantages of various types of business ownership.
5. Explain the interrelationships between the five functions of business: accounting, finance, production, marketing, and management.
6. Describe types of business activities (i.e., service and production).

7. Determine major causes of business failure.
8. Describe how government affects business.

F. INTERNATIONAL BUSINESS

1. Define international business.
2. Discuss the role the United States has played in international trade throughout history.
3. Describe the impact of international business activities on the local, state, and national economies.
4. Identify small business opportunities in international trade.

G. CONSUMER RIGHTS AND RESPONSIBILITIES

1. List sources of consumer information.
2. List rights of consumers.
3. List methods that can be used to protect consumer rights.
4. Identify consumer responsibilities.

H. FINANCIAL PLANNING

1. Develop long- and short-term financial goals.
2. Develop a budget.
3. Demonstrate procedures for managing a checking account.
4. Describe several kinds of savings plans.
5. Identify various ways in which money can be invested (stocks, bonds, mutual funds, real estate, etc.).
6. Compound simple and compound interest.

I. UNDERSTANDING AND USING CREDIT

1. Compare and contrast various sources of credit.
2. Explain the advantages and disadvantages of using credit.
3. Compute simple interest loans.
4. Explain how a good credit record can be established and maintained.
5. Explain how businesses use credit.

J. RISK MANAGEMENT (INSURANCE)

1. Identify reasons for buying personal and business insurance.
2. Distinguish among the various types of insurance (home, life, medical, automobile, liability, disability, etc.).

K. INFORMATION TECHNOLOGY

1. Identify use of technology in the workplace.

2. Describe the impact of technology on the skills needed in the workplace and worker productivity.
3. Apply appropriate application software to common business tasks.
4. Use online databases, Web-based sources, and other information sources to retrieve information.

L. SECURITIES AND INVESTMENT

1. Compare and contrast investing and saving.
2. Identify the features and types of corporate bonds.
3. Describe federal and municipal government securities and bonds.

M. MARKETING COMMUNICATIONS (ADVERTISING)

1. Define advertising.
2. Explain why creativity is important in advertising.
3. Explain the advantages and disadvantages of various types of advertising.
4. Identify factors related to advertising costs.

N. MERCHANDISING (RETAILING)

1. Define merchandising and other related terms.
2. Explain the concept of product mix.
3. Demonstrate an understanding of the buying process.
4. Analyze methods used by buyers in retailing.
5. Describe the factors affecting selling price.
6. Explain the use of visual merchandising.
7. Explain the relationship of merchandising and visual merchandising.

O. CAREER PLANNING

1. Identify personal qualities and characteristics.
2. Identify careers that utilize these personal qualities and characteristics.
3. Develop a career plan to include writing a resume, completing a job application, preparing for an interview, dressing appropriately, etc.
4. Demonstrate oral and written communication skills.